

CLAIMS

What is claimed is:

1. A structure for a newsletter subscription system of a multimedia messaging service,
5 comprising:
 - a subscription portal for displaying a list of available electronic newsletters;
 - a multimedia information content provider for storing content of the electronic newsletters and accepting subscriptions;
 - a push portal for obtaining the content of the electronic newsletters and a list of
10 subscribers according to delivery time and sending the electronic newsletters according to the list of subscribers;
 - a common service platform for receiving data from the push portal; and
 - a multimedia messaging service center for receiving data from the common service platform and sending the content of the electronic newsletters to the subscriber's mobile
15 phone.
2. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby the subscription portal allows subscribers to use wireless application protocol (WAP) via a mobile phone, to enter, and then to proceed with subscribing.
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3. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby the subscription portal allows subscribers to use world wide web via a computer to enter, and then to proceed with subscribing.

4. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, before the subscriber enters the subscription portal, the subscriber needs to log in through an authorization server.
5. The structure for a newsletter subscription system of a multimedia messaging service of claim 4, whereby, once the subscriber has completed log in and finished subscribing, the content provider sends data regarding the electronic newsletters selected by the subscriber to the common service platform so that when the subscriber finishes logging in, the subscription portal requests the common service platform to transmit details regarding previously subscribed newsletters and the details are displayed on the subscription portal unit.
6. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, further comprising:
- whereby the subscription portal allows subscribers to use unstructured supplementary service data protocol (USSD) via mobile phones to enter , and then to subscribe to electronic newsletters;
- whereby, an electronic newsletter code is displayed on the subscription portal in order for the subscriber to subscribe to an electronic newsletter; and
- whereby, once the subscription is completed the subscription portal transmits the selected electronic newsletters.
7. The structure for a newsletter subscription system of a multimedia messaging service of claim 6, whereby, after completing the subscription, the subscription portal sends the electronic newsletters data to the common service platform so that when the

subscriber enters the subscription portal a next time, the subscription portal requests the common service platform to provide previous subscriber data and display the data on the subscription portal.

5 8. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, the push portal controls transmission flow of the electronic newsletters; and

 whereby, the push portal only has one setting as a transmission channel to transmit the content of the electronic newsletters and each transmission channel only transmits to
10 one subscriber.

9. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, after the common service platform receives the data from the push portal, the common service platform sends a reply back to the push portal.

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10. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby the multimedia messaging service center sends a reply back to the common service platform after receiving data from the common service platform.

20 11. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, content of the electronic newsletters on the content provider is compressed.

12. The structure for a newsletter subscription system of a multimedia messaging
25 service of claim 11, whereby the compressed content is in ZIP file format.

13. The structure for a newsletter subscription system of a multimedia messaging service of claim 1, whereby, the content provider is located remotely.